

IDENTIFYING AND PROVIDING TARGETED CONTENT TO USERS HAVING COMMON INTERESTS

ABSTRACT OF THE DISCLOSURE

5 Systems and methods are disclosed for providing community-specific content to customers of a merchant's web site. In one embodiment, customers who are electronically referred to the merchant's web site from an associate web site, or from one of a group of related associate web sites, are automatically assigned to the same community. For example, all customers who enter the merchant's web site from links
10 on golf-related associate web sites may be assigned to the community "golf." Customers may also join or be assigned to communities using other methods. Purchase histories and/or other activity data of the merchant's customers is analyzed periodically to identify specific products or other items that are currently "popular" within the community (e.g., best selling), based upon predefined criteria. This information is
15 provided to members of the community, and possibly to other customers, on the merchant's web site and/or on the web sites of the corresponding associates.

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